



South Carolina Commission on Higher Education

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CAAL
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Agenda Item 4b

MEMORANDUM

TO: Members, Committee on Academic Affairs and Licensing

FROM: Ms. Renea Eshleman, Acting Director of Academic Affairs and Licensing

Consideration of Request for Amendment to Existing License to Add: A.O.S. in Medical Assisting with concentrations in Clinical Support, Health Information Technology, and Management; Centura College, Columbia

Summary

Centura College (www.centuracollege.edu) requests approval of an amendment to its license to offer at its site in Columbia a program leading to the Associate of Occupational Science (A.O.S.) degree in Medical Assisting with concentrations in Clinical Support, Health Information Technology, and Management, to be implemented in Fall 2013. The program will be delivered on-site.

Centura is a private, for-profit institution whose parent company is Employment Services, Inc.; Gerald Yagen is the sole stockholder. The parent company also owns affiliates Centura Institute, Tidewater Tech and Protemps Temporary Services. Centura operates seven campuses in Virginia and two campuses in South Carolina.

Centura College, Columbia is a branch campus of Centura College of Charleston which the Commission licensed on September 5, 1995, to offer various certificate programs. The Commission has licensed the Columbia branch of Centura (formerly named Beta Tech) since December 18, 2001, to offer certificate programs in allied health and technical fields. On October 5, 2006, the Commission approved an amendment to its license for Centura to offer at its Columbia campus a program leading to the A.O.S. degree in Criminal Justice. The institution implemented the program in August 2011. The Columbia location currently enrolls approximately 145 students.

Centura is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC). ACCSC has accredited the North Charleston campus since 1998; the Columbia campus was included as a branch in 2002. The State Council of Higher Education for Virginia has certified Centura to operate in its state.

The following information from the U.S. Department of Education (USDE) shows student loan default rates at Centura. Because the Columbia campus is a branch of the Charleston campus, default rates are combined for both campuses.

School	Type	Control	PRGMS		FY2010	FY2009	FY2008
Centura College	Associate’s Degree	Proprietary	Federal Family Education Loans and Federal Direct Loans (FFEL/FDL)	Default Rate	12.2%	26.2%	17.6%
				No. in Default	78	101	109
				No. in Repay	639	385	619
Students enrolled at any time during the year					455	544	823
Percentage of borrowers entering repayment					140.4%	70.8%	75.2%

To provide context for the Cohort Default Rate (CDR), USDE includes enrollment data (students enrolled at any time during the year) and a corresponding percentage (borrowers entering repayment divided by that enrollment figure). While there is no direct relationship between the timing of when a borrower entered repayment (October 1 through September 30) and any particular enrollment year, these data are for the academic year ending on the June 30 prior to the beginning of the cohort year (e.g., FY 2009 CDR Year will use 2007-2008 enrollment).

The USDE sanctions a school when the school's three most recent cohort default rates are 25 percent or higher or if a school's current default rate is greater than 40 percent. Except in the event of a successful adjustment or appeal, such a school will lose Federal Family Education Loan, Direct Loan, and Federal Pell Grant program eligibility for the remainder of the fiscal year in which the school is notified of its sanction and for the following two fiscal years. According to Centura officials, an estimate of the Title IV student loan debt for graduates of degree programs is \$25,000.

College officials hold a lease agreement for 7500 Two Notch Road in Columbia, SC. Dedicated to the medical assisting program are five classrooms, four medical labs, and six computer labs. Additional space is available in the event the program needs to expand. Centura also provides faculty offices, a student lounge, and a learning resource center.

Centura has submitted to the Commission a list of program-specific learning resources provided by its library, which is staffed by a library assistant. Students have access to several on-line periodicals and program-specific publication databases as well as the Library and Information Resources Network (LIRN), which provides access to several electronic databases of indexed citations and full text electronic journal articles.

Centura employs at the Columbia branch a full-time campus director and a director of education. Oversight for the medical assisting program will be provided a full-time program coordinator, who must hold an associate's degree in the field and have three years of experience relevant to medical assisting. The program coordinator reports directly to the director of

education who reports to the campus director, corporate director of education, or corporate director of medical assisting, depending on the issue.

In compliance with the requirements of the licensing regulations, members of Centura's faculty who teach general education courses must possess a master's degree with 18 semester hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core courses will hold at minimum an associate's degree in the discipline and have at least three years of experience in the field.

Applicants for degree programs at Centura must have a General Educational Development (GED) certificate or high school diploma from a regionally accredited high school or local school district-approved home school program. Candidates for admission must interview with a College admissions representative.

Centura officials project enrolling approximately 50 full-time students during the first year of the program. Total tuition for the 60-semester-credit-hour program, including books and fees, is \$31,500.

A.O.S. in Medical Assisting

The program leading to the Associate of Occupational Science degree in Medical Assisting with concentrations in Clinical Support, Health Information Technology, and Management prepares students for entry-level positions such as medical assistant, medical lab assistant, medical office manager, or medical insurance manager in a physician's office, hospital, or other healthcare facility. Students gain skills related to insurance billing and coding, clinical competencies, electronic health records, administrative practices, and office management.

The curricula for the program leading to the A.O.S. degree in Medical Assisting with concentrations in Clinical Support, Health Information Technology, and Management are shown on the next page.

A.O.S. in Medical Assisting, concentration in Clinical Support		
Course Number	Course Title	Credits
MA 1210	Medical Terminology	3
MA 1200	Anatomy & Physiology I	3
MA 1201	Anatomy & Physiology II	3
MA 1220	Medical Assisting Role I	3
MA 1221	Medical Assisting Role II	3
MA 1235	Principles of Pharmacology	3
MA 2280	Medical Assisting Capstone (Clinical)	3
MA 1230	Math for Healthcare Providers	3
MA 2200	Medical Office Procedures	3
MA 2210	Medical Lab	3
MA 2220	Exam Room Procedures	3
MA 1240	Insurance Essentials	2
MA 2240	Electronic Health Records	3
MA 2290	Medical Assisting Externship	4
BU 2360	Customer Service	3
IT 1330	Computer Applications	3
CD 1500	Success in College & the Workplace	3
GE 3340	Historical Movements in Art	3
GE 1310	English Composition	3
GE 2300	Psychology	3
Total		60

A.O.S. in Medical Assisting, concentration in Health Information Technology		
Course Number	Course Title	Credits
MA 1210	Medical Terminology	3
MA 1200	Anatomy & Physiology I	3
MA 1201	Anatomy & Physiology II	3
MA 1220	Medical Assisting Role I	3
MA 1221	Medical Assisting Role II	3
MA 1235	Principles of Pharmacology	3
MA 2280	Medical Assisting Capstone (HIT)	3
HIT 1000	Health Information Technology	3
HIT 1010	Management Principles	3
HIT 1020	Legal Aspects of Healthcare Records and Quality Management	3
HIT 1030	ICD-9-CM Coding	3
HIT 1040	CPT Coding	3
HIT 1040	Coding Practicum	3
CN 1320	PC Essentials	3
CN 1330	PC Technician	3
IT 1330	Computer Applications	3
CD 1500	Success in College & the Workplace	3
GE 3340	Historical Movements in Art	3
GE 1310	English Composition	3
GE 2300	Psychology	3
Total		60

A.O.S. in Medical Assisting, concentration in Management		
Course Number	Course Title	Credits
MA 1210	Medical Terminology	3
MA 1200	Anatomy & Physiology I	3
MA 1201	Anatomy & Physiology II	3
MA 1220	Medical Assisting Role I	3
MA 1221	Medical Assisting Role II	3
MA 1235	Principles of Pharmacology	3
MA 2280	Medical Assisting Capstone (Management)	3
MA 1230	Math for Healthcare Providers	3
MA 2200	Medical Office Procedures	3
MA 1245	Advanced Coding	3
MA 2295	Medical Assistant Case Study	3
MA 1240	Insurance Essentials	2
MA 2240	Electronic Health Records	3
BU 1330	Principles of Management	4
BU 2360	Customer Service	3
IT 1330	Computer Applications	3
CD 1500	Success in College & the Workplace	3
GE 3340	Historical Movements in Art	3
GE 1310	English Composition	3
GE 2300	Psychology	3
Total		60

The Commission on Accreditation of Allied Health Education Programs (CAAHEP) and the Accrediting Bureau of Health Education Schools (ABHES) are the specialized accrediting agencies recognized by the U.S. Department of Education for medical assisting programs. Centura has submitted an application for its medical assisting certificate program to CAAHEP and a site visit has been scheduled for March 2014. The College will submit an application for the degree program upon approval of the Commission and ACCSC. Practitioner licensure or certification is not required for employment, though the program prepares students for various national certifications depending on the area of emphasis. Students in the clinical support concentration are eligible to sit for the Registered Medical Assistant certification exam through the American Medical Technologists organization. Students in the health information technology concentration are eligible to sit for the Clinical/ Practitioner Consultant certification exam offered by HIT Pro. Lastly, students in the management concentration are eligible to sit for the Administrative Health Assistant certification exam offered by the National Association for Health Providers.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook (OOH), 2012-2013 Edition*, “employment for medical assistants is expected to grow by 31 percent from 2010 to 2020, much faster than the average for all occupations. The growth of the aging baby-boom population will continue to spur demand for preventive medical services, which are often provided by physicians. As their practices expand, physicians will hire more assistants to perform routine administrative and clinical duties, allowing the physicians to see more patients. Assistants will likely continue to be used in place of more expensive workers, such as nurses, to reduce costs.” In addition, the demand for health information technicians is expected to grow faster than the average for all occupations due to the increased demand in health services and the widespread use of electronic health records.

Six private proprietary institutions in SC offer programs leading to an associate's degree in medical assisting. Five technical colleges offer a diploma in medical assisting; six technical colleges and several private institutions offer certificate programs. In addition, Virginia College and Miller-Motte Technical College offer programs leading to an associate's degree in Healthcare Reimbursement and Electronic Health Records, respectively. Four technical colleges offer programs leading to an associate's degree program in health information management.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission an amendment to the existing license of Centura College in Columbia, SC, to offer a program leading to the Associate of Occupational Science degree in Medical Assisting with concentrations in Clinical Support, Health Information Technology, and Management, to be implemented in Fall 2013.